

Appendix 2

Interviews

Focus Interview Guidelines

The brief version of the interview guidelines involved the following five components of inquiry:

1. Explain your priority audience preferences for CDFG's NCCP outreach and education.
2. Explain your priority goal preferences for CDFG's NCCP outreach and education.
3. What would your ideal vision of an outreach program for CDFG involve?
4. What role might your organization play in this vision?
5. Does your organization have any specific plans (immediate or long-term) for this idea?

Further questions that may have been asked were drawn from the following questions that correspond to the questions asked on the survey (See Appendix 1):

Interview Breakdown by Stakeholder Cluster

Stakeholder Cluster	Number of Respondents in this Cluster
Federal / State Government	1
Local Government: County / City	3
Non-profit / Advocacy / Environmental Organizations	6
Business	1
Academic Affiliation	1
TOTAL	12